



PROGRAM OVERVIEW

Access to healthy food is a fundamental building block for a productive life. While federal food assistance benefits are critical to enabling low-income families to buy food, the lack of access to healthy, fresh food results in poor health outcomes and increases the risk of diet-related chronic illness.



In New Mexico, there are more than 458,000 recipients of the Supplemental Nutrition Assistance Program (SNAP, formerly known as food stamps) who receive more than \$50 million in annual federal food assistance benefits. In New Mexico, SNAP benefits are administered via Electronic Benefits Transfer (EBT) as administered by the New Mexico Human Services Department.

The New Mexico Farmers' Marketing Association's **Double Up Food Bucks** program uses existing infrastructure —farmers' markets and the NM EBT—card to:

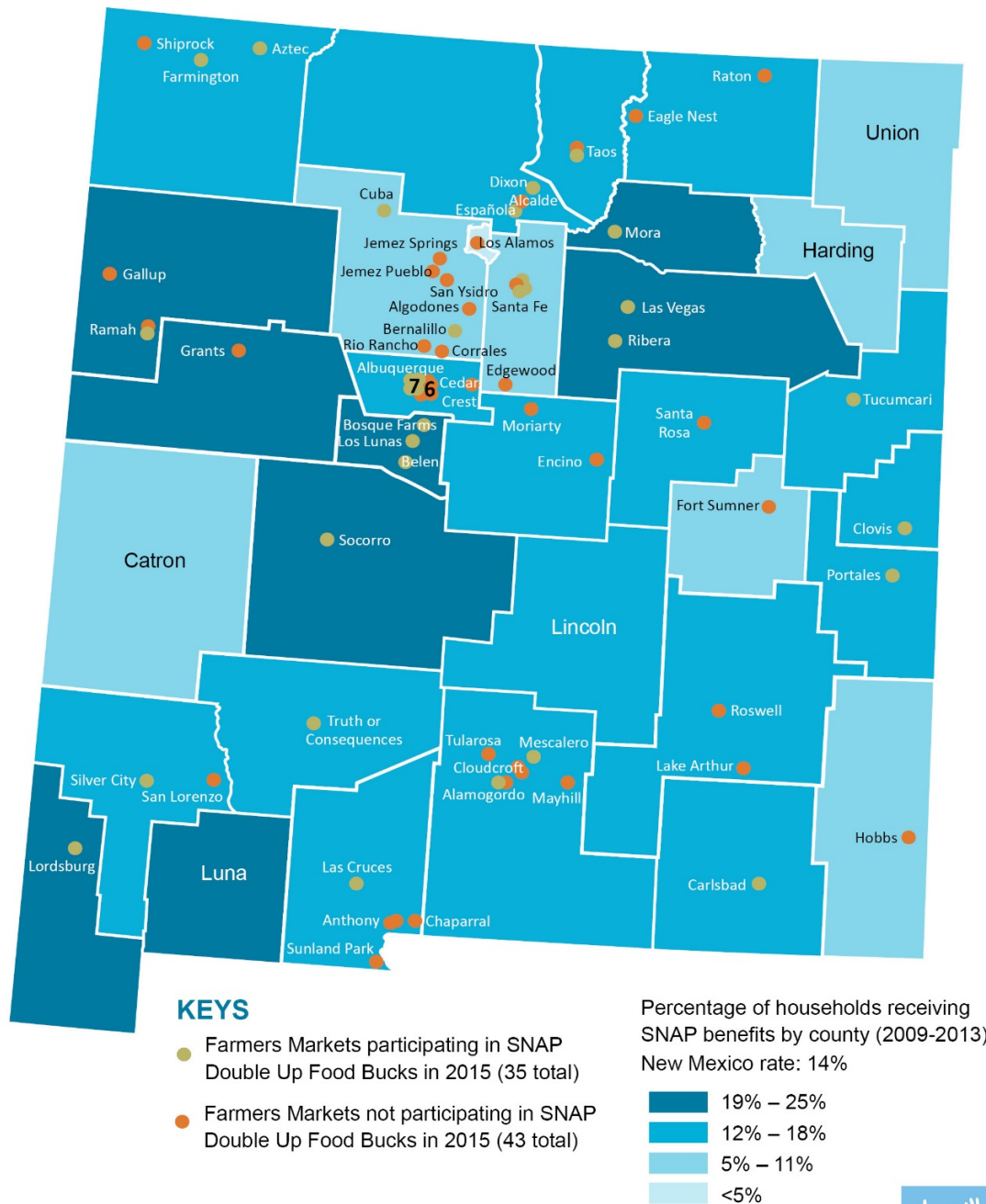
1. Improve access to and affordability of fresh fruits and vegetables for low-income families;
2. Grow the local economy by supporting purchases from local farmers;
3. Leverage federal funding that supports this nutrition assistance program that addresses health, hunger, and nutrition and supports a local, sustainable food system.

New Mexico leads the nation in supporting this important program with state funding. Thank you for your support.



SNAP & FARMERS' MARKETS

Many farmers' markets that offered Double Up Food Bucks in 2015 are in counties with high SNAP rates. Almost half the state's farmers' markets participated in the program.



Sources: New Mexico Farmers Marketing Association;
U.S. Census Bureau, American Community Survey (SNAP rates)
NEW MEXICO VOICES FOR CHILDREN



7-9-2015

HOW IT WORKS FOR CUSTOMERS & FARMERS

- SNAP participants go to a retail outlet participating in the program.
- During 2015, 34 farmers' markets and 2 farm stands in 20 counties participated.
- SNAP participants swipe their EBT card, and get a 1:1 match: dollars spent from their EBT card for New Mexico grown and produced foods are matched with an equal dollar amount for free, locally grown fresh fruits and vegetables.
- Customers get twice the shopping power for each EBT dollar spent.
- Customers are encouraged to improve their diets with more fresh produce.
- Farmers' and local food producers benefit from increased sales.
- Match is earned on an EBT- eligible foods including locally produced meats, dairy, honey, jams, baked goods, etc. The locally grown produce that is incentivized includes all seasonal produce plus culturally relevant and regionally unique produce such as: quelites (wild spinach); fresh, roasted and dried chile; chicos (dried corn); and pinto beans.



HOW IT WORKS BEHIND THE SCENES

- FY2015-16:
 - \$400K state funds + \$100 K federal funds
 - **93% of state funds allocated for food incentives**
 - Current spending of state funds: \$175/\$380; Expect to hit \$225 by end of fiscal
 - Spending will increase significantly during next years due to increased sales outlets, increased partnerships and promotion, and increased institutional memory
- 2016 – 2020: With the \$400K recurring state funds as committed federal match, **it is projected that the NMFMA will receive \$500K of federal funding per year, or \$2 million total**
- The NMFMA does the following:
 - Creates program guidelines, contracts and systems
 - Trains market managers and farm stand owners on program requirements
 - Administers program funds to market managers & farm stand owners
 - Assists retailers sign up for EBT with the Food & Nutrition Service
 - Creates direct marketing
 - Coordinates partnerships with state agencies and other organizations
 - Tracks sales
 - Conducts evaluation activities
 - Reports to state and federal agencies



ECONOMIC IMPACT

SNAP is widely regarded as one of the most important stimulus programs in place for mitigating the impact of economic recessions in America by sustaining demand for goods and services provided by businesses in communities throughout the United States. **Every \$1 in new SNAP benefits generates up to \$1.80 in economic activity.** That means that the **\$350,000** spent in EBT sales at farmers' markets during 2015 looks more like **\$630,00** in the New Mexico economy thanks to the infusion of Double Up Food Bucks incentives.

New Mexico Farmers' Market EBT Sales

	2008	2009	2010*	2011*	2012	2013	2014	2015
Number Farmers' Markets w/EBT	7	8	15	26	30	31	32	34
Reg. EBT Sales	\$4,200	\$17,000	\$45,000	\$50,000	\$71,000	\$75,000	\$87,000	\$179,000
Double Up Food Bucks Sales	--	--	\$32,000	\$15,000	\$10,000 (est.)	\$20,000 (est.)	\$40,000	\$175,000
Total EBT Sales	\$4,200	\$17,000	\$75,000	\$65,000	\$81,000	\$95,000	\$127,500	\$349,000

* During 2010 and 2011, the NM Human Services Dept. provided a total of \$50,000 SNAP incentives

Key Impacts:

- **174% increase in SNAP sales at farmers' markets between 2014 and 2015.**
- **A 366% increase in SNAP sales in the last five years.**
- Rural, urban and tribal communities in 20 counties realized benefited
- Healthy eating behaviors are being encouraged among low-income populations
- Deep partnerships with health educators and providers

2015 EBT Sales By Market, By County: Bernalillo - Quay

								% INCREASE 2015 VS. 2014, WITH 4+ WEEKS TO GO (PLUS, SF & LC THRU MAY)
FINAL SALES FOR 2014				SALES THRU OCTOBER 2015				
County	Farmers' Market	2014 SNAP	2014 DUFB	2014 Total	2015 SNAP	2015 DUFB	2015 Total	
Bernalillo	ABQ Uptown	\$1,200	\$600	\$1,200	\$1,622	\$1,622	\$3,244	
	Albuquerque Rail Yards	\$0	\$0	\$0	\$7,775	\$7,770	\$15,545	
	Albuquerque Downtown	\$7,979	\$3,000	\$7,979	\$23,501	\$22,650	\$46,151	
	Armijo Village	\$0	\$0	\$0	\$569	\$569	\$1,138	
	Gateway Growers Mkt.	\$0	\$0	\$0	\$515	\$413	\$928	
	Presbyterian Growers' Mkt	\$1,260	\$1,000	\$2,260	\$2,163	\$2,161	\$4,324	
	Nob Hill	\$1,319	\$0	\$1,319	\$1,400	\$0	\$1,400	
BERNALILLO TOTAL		\$11,758	\$4,600	\$12,758	\$37,545	\$35,185	\$72,730	470%
Curry	Clovis Sat.	\$0	\$0	\$0	\$532	\$530	\$938	
	Clovis Tues.	\$0	\$0	\$0	\$336	\$336	\$464	
CURRY TOTAL		\$0	\$0	\$1	\$868	\$866	\$1,402	140100%
Dona Ana	Las Cruces	\$9,457	\$0	\$9,457	\$13,690	\$13,483	\$27,173	
DONA ANA TOTAL		\$9,457	\$0	\$9,457	\$13,690	\$13,483	\$27,173	187%
Eddy	Carlsbad	\$0	\$0	\$0	\$90	\$90	\$180	
EDDY TOTAL		\$0	\$0	\$1	\$90	\$90	\$180	17900%
Grant	Silver City	\$1,913	\$0	\$1,913	\$3,864	\$3,750	\$7,614	
GRANT TOTAL		\$1,913	\$0	\$1,913	\$3,864	\$3,750	\$7,614	298%
Hidalgo	Hidalgo	\$0	\$0	\$0	\$71	\$68	\$139	
HIDALGO TOTAL		\$0	\$0	\$1	\$71	\$68	\$139	13800%
McKinley	Ramah	\$155	\$0	\$155	\$162	\$122	\$284	
MCKINLEY TOTAL		\$155	\$0	\$155	\$162	\$122	\$284	83%
Mora	Mora Valley	\$0	\$0	\$0	\$218	\$218	\$436	
MORA TOTAL		\$0	\$0	\$1	\$218	\$218	\$436	43500%
Oero	Almogordo Park Wed.	\$0	\$0	\$0	\$178	\$178	\$356	
	Alamogordo Park Sat.	\$145	\$0	\$145	\$481	\$480	\$961	
	Mescalero Apache	\$0	\$0	\$0	\$0	\$0	\$0	
OTERO TOTAL		\$145	\$0	\$145	\$659	\$658	\$1,317	808%
Quay	Tucumcari, Sat.	\$247	\$247	\$494	\$129	\$128	\$257	
	Tucumcari, Tues.	\$0	\$0	\$0	\$115	\$108	\$223	
QUAY TOTAL		\$247	\$247	\$494	\$244	\$236	\$480	-3%

2015 EBT Sales By Market, By County: Rio Arriba – Valencia

								% INCREASE 2015 VS. 2014, WITH 4+ WEEKS TO GO (PLUS, SF & LC THRU MAY)	
FINAL SALES FOR 2014				SALES THRU OCTOBER 2015					
County	Farmers' Market	2014 SNAP	2014 DUFEB	2014 Total	2015 SNAP	2015 DUFEB	2015 Total		
Rio Arriba	Espanola, Monday	\$4,685	\$250	\$4,935	\$8,537	\$8,534	\$17,071		
	Espanola/ Friday	\$0	\$0	\$0	\$243	\$242	\$485		
RIO ARRIBA TOTAL		\$4,685	\$250	\$4,935	\$8,780	\$8,776	\$17,556	256%	
Roosevelt	Portales Monday	\$0	\$0	\$0	\$110	\$110	\$116		
	Portales Thursday	\$0	\$0	\$0	\$344	\$344	\$688		
ROOSEVELT		\$0	\$0	\$1	\$454	\$454	\$804	80300%	
San Juan	Aztec	\$0	\$0	\$0	\$2,323	\$2,176	\$4,499		
	Farmington, Sat.	\$0	\$0	\$0	\$2,634	\$2,378	\$5,012		
	Farmington, Tues	\$0	\$0	\$0	\$801	\$738	\$1,539		
SAN JUAN TOTAL		\$0	\$0	\$1	\$5,758	\$5,292	\$11,050	1104900%	
San Miguel	Tri-County, Sat.	\$2,033	\$0	\$2,033	\$3,584	\$3,582	\$7,166		
	Tri-County, Wed.	0	\$0	\$0	\$2,508	\$2,298	\$4,806		
SAN MIGUEL TOTAL		2033	\$0	\$2,033	\$6,092	\$5,880	\$11,972	489%	
Sandoval	Cuba	\$0	\$0	\$0	\$141	\$140	\$281		
	Zia Bernalillo	\$0	\$0	\$0	\$0	\$0	\$0		
SANDOVAL TOTAL		\$0	\$0	\$1	\$141	\$140	\$281	28000%	
Santa Fe	Pojoaque				\$1,921	\$1,914	\$3,835		
	Santa Fe, Saturday	\$45,630	\$40,000	\$85,630	\$40,325	\$39,531	\$63,986		
	Santa Fe, Tuesday	\$0	\$0	\$0	\$16,684	\$16,614	\$25,212		
SANTA FE TOTAL		\$45,630	\$40,000	\$85,630	\$58,930	\$58,059	\$116,989	37%	
Sierra	Sierra County	\$954	\$0	\$954	\$2,376	\$2,372	\$4,748		
SIERRA TOTAL		\$954	\$0	\$954	\$2,376	\$2,372	\$4,748	398%	
Socorro	Alamo Navajo	\$0	\$0	\$0	\$10	\$10	\$20		
	Sichler Farms, San Antonio	\$0	\$0	\$0	\$4,960	\$4,959	\$9,919		
	Socorro, Sat.	\$150	\$150	\$300	\$404	\$404	\$808		
	Socorro, Tues	\$0	\$0	\$0	\$88	\$92	\$180		
SOCORRO TOTAL		\$150	\$150	\$300	\$5,462	\$5,465	\$10,927	3542%	
Taos	Dixon	\$41	\$0	\$41	\$318	\$318	\$636		
	Taos	\$6,567	\$0	\$6,567	\$16,519	\$16,582	\$27,354		
TAOS TOTAL		\$6,608	\$0	\$6,608	\$16,837	\$16,900	\$27,990	324%	
Valencia	Belen	\$806	\$0	\$806	\$501	\$500	\$1,001		
	Bosque Farms	\$0	\$0	\$0	\$576	\$576	\$1,152		
	Los Lunas	\$1,345	\$0	\$1,345	\$2,181	\$2,180	\$4,097		
	Sichler Farms, Los Lunas	\$0	\$0	\$0	\$14,358	\$14,358	\$28,716		
VALENCIA TOTAL		\$2,151	\$0	\$2,151	\$17,616	\$17,614	\$34,966	1526%	
TOTAL		\$85,886	\$45,247	\$127,540	\$179,857	\$175,628	\$349,038	174%	

Double Up Food Bucks Impact

To Date: Here is what we know so far from sales data , preliminary survey results and anecdotal evidence:

- Sales increased significantly at most locations where Double Up was offered
- Farmer income increased, and farmers appreciate the program tremendously
- Customers are purchasing more fruits and vegetables
- Many farmers report they hope to expand operations due to increased demand
- Some farmers say they hope to add hoop houses or greenhouses
- Customers are reporting going to market more frequently
- SNAP shoppers are averaging \$35 per market visit

Data. Most farmers' markets closed Oct 31. All participating markets collected survey data from vendors and customers. Data is being entered and analyzed. A full report will be ready in January 2016. A sample of metrics being measured include:

\$ Total farmer /food producer sales by county

Total number of participating farmers by county

% farmers' market managers would participate in DUFb again

% farmers who report a positive experience with the program

% of farmers who report selling more fruits and vegetables

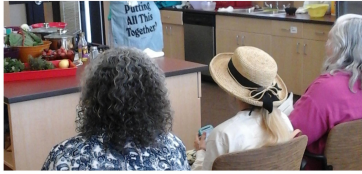
% of farmers who plan to grow more produce next year because of DUFb

% of customers who report that because of DUFb they increased the amount of fruits and vegetables they buy

% of customers who tried different kinds of fruits and vegetables

% of customers made more trips to the farmers' market





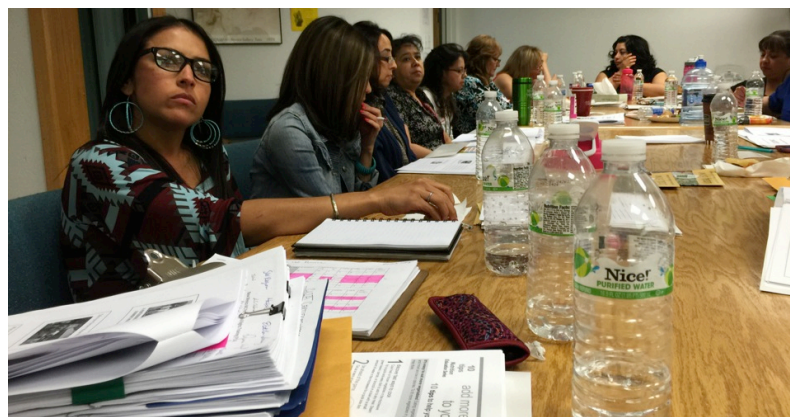
HEALTH IMPACTS

Along with creating demand for locally grown food and the economic stimulus this provides, the program aims to increase consumption of locally grown fresh fruits and vegetables by low-income consumers, particularly families with children and seniors, in New Mexico.



The SNAP incentives help reduce barriers related to price for encouraging low-income populations to purchase more fresh produce. But it takes more than that to create healthy eating behaviors.

That's why this program also incorporates a significant amount of education. Statewide partners are key to helping create program awareness and teaching shopping and cooking skills, and more. Self-reported impact of the program on healthy eating behaviors gathered from customer surveys will be available in January 2016.



HEALTH PARTNERS:

*Pictured to the left (top to bottom):
Hidalgo Medical Services
El Centro Family Health, and
southern region WIC educators*

PARTIAL LIST OF PARTNERS

Connecting Health & Wealth Across the State

PARTNER	SUPPORT
Blue Cross Blue Shield	Program promotion to school based health clinics.
Catholic Charities	Providing transportation to seniors in the Albuquerque area to farmers' markets, plus outreach to refugees and other low-income individuals in need.
Center for Health Innovation	Program support and promotion to community health workers at Hidalgo Medical Service, and beyond.
Con Alma Foundation	Financial support for community health worker education program that promotes DUFEB.
Health Clinics including: El Centro Family Health, Hidalgo Medical Services, La Clinica, Presbyterian, and La Familia Medical Center	Health clinics are utilizing their community health workers to create awareness of the program and provide nutrition education; Additionally, health clinics will be piloting the SNAP Rx program, an innovative way to measure health impacts of the program.
HELP-NM	Program promotion through local field office outreach in 20 counties, plus volunteer support.
Municipalities including: Las Cruces, Albuquerque, Santa Fe, Las Vegas, and more	Program promotion through network newsletters, social media, and financial support in Santa Fe.
NM Human Services Department	Program promotion through ISD office personnel training, brochure distribution, DVD playing in waiting areas, and more
NM Cooperative Extension Service	Providing nutrition education including cooking and food preservation demonstrations and farmers' market tours in 20 counties
NM Department of Health	Program promotion through public offices, Office of Community Health Workers, and the Office of Physical Activity & Nutrition
NM Department of Economic Development	Main Street organizations are promoting the program to their networks via newsletters, websites, social media, and more
Presbyterian Healthcare Foundation	Financial support and SNAP Rx program support at their Albuquerque pediatric endocrinology clinic.
Project ECHO	Will promote the program to statewide community health workers through training modules and experiential education.
Roadrunner Food Bank	Program promotion to 500 food pantry and partner agencies through distribution of brochures, newsletter outreach, volunteer support
Voices for Children	Program support with communications, advocacy and partner convenings.

PROGRAM SUPPORT

Communications and Marketing

The DUFB marketing campaign uses many different communications channels to reach key constituencies including potential DUFB customers, as well as farmers and potential community supporters.

2015 activities included:

- DUFB dedicated website
- Radio ads in select geographic areas
- Bus ads in Albuquerque
- Facebook campaigns
- DUFB posters and banners
- Handbills

Early data show that the effectiveness of the communication strategy was due to a mixture of media rather than any one medium in particular.



2016 Program Expansion 2016-2020

Increasing Customer Access and Farmer Sale Opportunities!



New Double Up Food Bucks Retail Outlets

Farmers' Markets—20 Counties

- All 2015 Participating Farmers' Markets
- New Farmers' Market Partners
 - Albuquerque, Mile-Hi Market
 - Albuquerque, Nob Hill
 - Anthony, NM
 - Roswell
 - Taos Red Willow



Farm Stands! (Committed or Likely)

- Sutherland Farm, Aztec
- Schwebach Farms, Moriarty
- Wagner Farms, Corrales
- Wagner Farmland Experience
- The Veggie Shack, Clovis
- Rosales Produce, Socorro
- Graves Farm & Garden, Roswell
- Tellez Farms, La Union
- Diaz Farms Produce Stand, Deming
- Costanza Orchard, Belen



Mobile Markets!

- Tri-Community, Eastern Navajo Nation
- La Semilla, Doña Ana county

Grocers!

- La Montanita, Albuquerque (4 stores),
Santa Fe, Gallup
- Cid's Food Market, Taos
- Semilla, Las Vegas
- Silver City Food Coop
- Mountain View Market Coop





PROGRAM INNOVATION 2016-2020

Health Partners Make A Difference

SNAP Rx– In 2016, El Centro Family Health in Taos, Las Vegas Espanola will pilot a new program. It's based on the successful Fruit & Vegetable Prescription (FVRx) Program that the NMFMA helped El Centro implement for three years (2012-2014). Created by a pediatrician, the



program targets individuals suffering from nutrition-related illnesses such as obesity, diabetes, and hypertension, and provides them with nutrition education coupled with incentives (“prescriptions”) for fresh produce to be redeemed at their farmers’ market.

Now this program will be paired with the Double Up Food Bucks program to cover the cost of the incentives



In 2017, we expect several of our other healthcare partners including Hidalgo Medical Services, La Clinica, and Presbyterian to also adopt the SNAP Rx program. **There are also numerous Community Health Worker programs that are underway.**



SECURING FEDERAL FUNDS

Why is the federal government supporting this incentive program now?

There are many reasons, but the urgent need to address the nation's dual burden of food insecurity and obesity in low-income populations cannot be overstated. According to a 2014 report by the Center for the Study of the Presidency and Congress Health and Medicine Program,

....SNAP funding must not be cut and should be maintained as a lifeline for low-income populations, but it should be strengthened and modernized to serve as a 21st century public health program to improve nutrition, alleviate food insecurity, reduce obesity rates, and enhance the health of America's low-income population. Strengthening SNAP to encourage healthy, nutritious food choices would also catalyze short-and long-term cost savings in areas such as healthcare, worker productivity, and educational achievement for children.

These are the reasons that U.S. legislators added the Food Insecurity Nutrition Incentive (FINI) grant to the menu of USDA programs in the 2014 farm bill.

These are the same reasons we need YOU to continue funding this program with previously allocated state funds. Every state dollar is likely to be leveraged on a 1:1 basis, creating a \$2 million program over the next four years.

Thank you for your support!



For more information contact:

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